

**MINUTES
GREEN BAY PLAN COMMISSION
Monday, February 24, 2014
City Hall, Room 604
6:00 p.m.**

MEMBERS PRESENT: Maribeth Conard–Chair, Linda Queoff-Vice Chair, Sidney Bremer, Tim Duckett, and Ald. Jerry Wiezbiskie.

MEMBERS EXCUSED: Jim Reck and Tim Gilbert

OTHERS PRESENT: Paul Neumeyer, Dan Lindstrom, Andy Szymanski, Gary Spielbauer, Pat Quinn, and Jeff Schlag

APPROVAL OF MINUTES:

Approval of the minutes from the February 10, 2014, Plan Commission meeting

A motion was made by L. Queoff and seconded by S. Bremer to approve the minutes from the February 10, 2014, Plan Commission meeting. Motion carried.

COMMUNICATIONS:

OLD BUSINESS:

NEW BUSINESS:

1. Discussion and action on a request to amend the I-43 Business Center Design Criteria for modified signage within the Entertainment (O-e) District, 900 Kepler Drive, for Anduzzi's Sports Club, submitted by Gary Spielbauer, United Sign Corp. (Ald. Tom De Wane, District 2)

P. Neumeyer stated this is a request to amend the I-43 Business Center for modified signage at 900 Kepler Drive, the future sight for Anduzzi's Sports Club. The amendment is two-fold, one is additional wall signage on the south, east and west building elevations and the second includes an Electronic Message Center (EMC), which is not currently permitted in the O-e district. The ground-mounted sign is similar to those at Culver's, Mackinaw's, and Fajita Republic but will include an electronic message, not the manual type found on the other signs. The monument readerboard sign will be on a two-foot base and approximately 30 square feet per side. Staff notified affected property owners and did receive e-mail regarding the request. Planning staff feels this is an appropriate change to the ordinance and is consistent with other changes that have been made regarding signage. Staff is recommending approval per the attached draft ordinance.

S. Bremer asked if the monument is taller than the approved signs for Culver's and Mackinaw's and if the PUD includes the requirement that we put onto Culver's sign, that the electronic reader not be moving or scrolling. If it is not included, it should be included.

P. Neumeyer stated it is about a foot taller than the other signs.

L. Queoff asked for clarification about the size of the sign not being the issue, but the addition of the electronic messaging system.

P. Neumeyer stated the overall square footage of the signs is OK based upon the current standards. However, we do not have a provision for EMC's as they are not allowed in the district or any district for that matter.

S. Bremer asked if the digital sign shows both images and print.

P. Neumeyer stated that was correct.

L. Queoff asked if this would be a traffic concern and if the other 3 electronic signs out there would possibly think about moving into the direction of digital.

P. Neumeyer stated it can be a distraction for traffic. However, Kepler Drive is not as busy as East Mason Street and there shouldn't be too much of a traffic conflict.

L. Queoff stated she was concerned that if we allowed this EMC that it would open the door for the others to convert to digital and why wouldn't they?

P. Neumeyer stated that cost is a big factor why they would not convert. However, digital signs are becoming more prominent.

S. Bremer stated the major difference between this sign and the other signs, is that the sign for Anduzzi's is facing Kepler Drive and not East Mason Street, which could be a basis for our decision.

Ald. J. Wiezbiskie asked if the sign is going to be on Kepler, contrary to what is on Kepler already.

P. Neumeyer stated there is not much on Kepler right now.

J. Wiezbiskie stated there is Marcus Theatre, Culver's, and Mackinaw's; however, they don't have this type of sign.

P. Neumeyer stated that the sign is different than the rest.

Ald. J. Wiezbiskie stated to P. Neumeyer that it was indicated that he had talked to the Alderperson for that area, Tom De Wane, which he believes is incorrect and should be Alderperson Andy Nicholson.

P. Neumeyer stated that based upon the map from 2011, Tom De Wane is the Alderperson for the area.

M. Conard suspended the rules for public comments

Andy Szymanski – A. Szymanski stated he is co-owner of Anduzzi's Sport's Club. He is here to speak on behalf of Anduzzi's and supports the sign request. He stated he has not had any issues regarding signage at his other location.

Ald. J. Wiezbiskie asked A. Szymanski if the Plan Commission didn't like this particular sign and approved a sign similar to the other signs, would that be acceptable or do we have to approve or disapprove the whole package. He also asked if the sign is the same size as Mackinaw's.

P. Neumeyer stated that you can choose what you want; changes could be made if the applicant is willing to make those changes.

S. Bremer stated the sign is differently configured. The other signs have their logos off to the side of the readerboard and are much wider where Anduzzi's sign is more distinctive. She asked A. Szymanski if he would have an issue if the request was delayed for a month due to the Alderperson issue Ald. J. Wiezbiskie mentioned earlier.

P. Neumeyer stated this sign is 30 square feet in size.

Ald. J. Wiezbiskie then asked if they could live with a sign similar to what is already out there. It is in an area that is not very busy, so why a sign of that magnitude.

A. Szymanski stated that digital is the way of the future and that is the direction they want to go and that is why they are here tonight. It is an image we are trying to communicate to the public and a way for them to stand out.

Gary Spielbauer – 1117 Suburban Ct, De Pere: G. Spielbauer stated that he wanted to address the issue of the scrolling as a traffic hazard. He stated there is no "flashing" of the lights and there is a City Ordinance on the timing of the messages and how often they can change. The lights are brighter during the day and dim themselves at night. As far as they know, there have not been any accidents caused by the changing of messages on the EMCs.

D. Lindstrom stated there is now clarification on who is Alderperson of this district. Ald. Tom De Wane is Alderperson of District 2, which covers over I-43 to Alpine. This does include the hospital.

Pat Quinn – 545 LaCount Rd: P. Quinn stated he owns the business Mackinaw's. He stated his big concern is that if they are allowed the digital sign and extra signage, Mackinaw's, Culver's, and Fajita Republic would be petitioning against the signage.

M. Conard stated she thought it would be appropriate for this type of sign as it is how businesses get their messages out and attract customers.

S. Bremer stated she is convinced that the signage is appropriate for the business park; however, we are not talking about the whole business park but the Entertainment and Restaurant parts of the park.

A motion was made by L. Queoff and seconded by S. Bremer to approve the request to amend the I-43 Business Center Design Criteria for modified signage within the Entertainment (O-e) District, 900 Kepler Drive, for Anduzzi's Sports Club, subject to the attached draft ordinance. Motion carried (3-2; Opposed – Ald. J. Wiezbiskie and T. Duckett).

2. Discussion and action on the request for a variance from section 14-724(a) of the Subdivision and Platting Ordinance to allow for a land division below the minimum lot frontage for a parcel located at 1278 Western Avenue, submitted by Jeff Johnson, Executive Director for Greater Green Bay Habitat for Humanity, property owner. (Ald. J. Brunette, District 8)

D. Lindstrom presented the staff report and recommendation. The request is to divide the subject property at 1278 Western Avenue, located between Dousman and Shawano Avenue, into 5 lots with 57.38 feet of frontage. This is deviation from section 14-724(a) of the Subdivision and Platting Ordinance requiring a minimum lot frontage to meet the average lot frontage for all lots within 300 feet of the subject parcel – 65.82 feet is the current average for analyzed lots. For greater context, the lots north of Western Avenue average 58.08. Planning staff feels the request to 57.38 feet does meet the character of the existing neighborhood, as the lots immediately to the east are 60 feet and the lots to west are 55 feet. Planning staff recommends approval of the request.

M. Conard suspended the rules for public comments.

Jeff Schlag – 3068 Woodland Reserve Ln: J. Schlag stated he was there to answer any questions regarding the land division.

T. Duckett asked about the landscaping or shrubbery around the houses and if there would be restrictions for the home owner.

J. Schlag said that after construction, there will be grass planted but they will not be planting shrubbery. They will save every tree they possibly can during construction.

L. Queoff inquired as to who is eligible to purchase the homes.

J. Schlag stated these will be available for purchase and not given away. Habitat for Humanity does do their own financing for families and have interest free loans. Families have to apply and qualify for the housing.

A motion was made by T. Duckett and seconded by L. Queoff to approve the request for a variance from section 14-724(a) of the Subdivision and Platting Ordinance to allow for a land division below the minimum lot frontage for a parcel located at 1278 Western Avenue. Motion carried.

INFORMATIONAL:

OTHER:

Director's Update on Council Actions

D. Lindstrom informed the Plan Commission of the following items:

- Dan handed out, from N. Sparacio, the revised State of the Downtown Report.

SUBMITTED PETITIONS: (for informational purposes only)

A motion was made by S. Bremer and seconded by Ald. J. Wiezbiskie to adjourn the meeting. Motion carried.

Meeting adjourned at 6:47 p.m.